

### § 301.43

### 16 CFR Ch. I (1-1-00 Edition)

showing that the fur product was not manufactured by such person; as for example:

Distributed by \_\_\_\_\_  
or  
\_\_\_\_\_ Wholesalers

#### **§ 301.43 Use of deceptive trade or corporate names, trademarks or graphic representations prohibited.**

No person shall use in labeling, invoicing or advertising any fur or fur product a trade name, corporate name, trademark or other trade designation or graphic representation which misrepresents directly or by implication to purchasers, prospective purchasers or the consuming public:

- (a) The character of the product including method of construction;
- (b) The name of the animal producing the fur;
- (c) The method or manner of distribution; or
- (d) The geographical or zoological origin of the fur.

[61 FR 67710, Dec. 24, 1996]

#### **§ 301.44 Misrepresentation of prices.**

(a) No person shall, with respect to a fur or fur product, advertise such fur or fur product at alleged wholesale prices or at alleged manufacturers cost or less, unless such representations are true in fact; nor shall any person advertise a fur or fur product at prices purported to be reduced from what are in fact fictitious prices, nor at a purported reduction in price when such purported reduction is in fact fictitious.

(b) No person shall, with respect to a fur or fur product, advertise such fur or fur product with comparative prices and percentage savings claims except on the basis of current market values or unless the time of such compared price is given.

(c) No person shall, with respect to a fur or fur product, advertise such fur or fur product as being "made to sell for", being "worth" or "valued at" a certain price, or by similar statements, unless such claim or representation is true in fact.

(d) No person shall, with respect to a fur or fur product, advertise such fur or fur product as being of a certain value

or quality unless such claims or representations are true in fact.

(e) Persons making pricing claims or representations of the types described in paragraphs (a), (b), (c) and (d) of this section shall maintain full and adequate records disclosing the facts upon which such claims or representations are based.

(f) No person shall, with respect to a fur or fur product, advertise such fur or fur product by the use of an illustration which shows such fur or fur product to be a higher priced product than the one so advertised.

(g) No person shall, with respect to a fur or fur product, advertise such fur or fur product as being "bankrupt stock", "samples", "show room models", "Hollywood Models", "Paris Models", "French Models", "Parisian Creations", "Furs Worn by Society Women", "Clearance Stock", "Auction Stock", "Stock of a business in a state of liquidation", or similar statements, unless such representations or claims are true in fact.

#### **§ 301.45 Representations as to construction of fur products.**

(a) No misleading nor deceptive statements as to the construction of fur products shall be used directly or indirectly in labeling, invoicing or advertising such products. (For example, a fur product made by the skin-on-skin method should not be represented as having been made by the letout method.)

(b) Where a fur product is made by the method known in the trade as letting-out, or is made of fur which has been sheared or plucked, such facts may be set out in labels, invoices and advertising.

#### **§ 301.46 Reference to guaranty by Government prohibited.**

No representation nor suggestion that a fur or fur product is guaranteed under the act by the Government, or any branch thereof, shall be made in the labeling, invoicing or advertising in connection therewith.

#### **§ 301.47 Form of separate guaranty.**

The following is a suggested form of separate guaranty under section 10 of

the Act which may be used by a guarantor residing in the United States, on and as part of an invoice in which the merchandise covered is listed and specified and which shows the date of such document, the date of shipment of the merchandise and the signature and address of the guarantor:

We guarantee that the fur products or furs specified herein are not misbranded nor falsely nor deceptively advertised or invoiced under the provisions of the Fur Products Labeling Act and rules and regulations thereunder.

**§ 301.48 Continuing guaranty filed with Federal Trade Commission.**

(a)(1) Under section 10 of the Act any person residing in the United States and handling fur or fur products may file a continuing guaranty with the Federal Trade Commission. When filed with the Commission a continuing guaranty shall be fully executed in duplicate. Forms for use in preparing continuing guaranties shall be supplied by the Commission upon request.

(2) Continuing guaranties filed with the Commission shall continue in effect until revoked. The guarantor shall promptly report any change in business status to the Commission.

(3) The prescribed form for a continuing guaranty is found in § 303.38(b) of this chapter. The form is available upon request from the Textile Section, Enforcement Division, Federal Trade Commission, 600 Pennsylvania Avenue, NW, Washington, DC 20580.

(b) Any person who has a continuing guaranty on file with the Commission may, during the effective date of the guaranty, give notice of such fact by setting forth on the invoice or other paper covering the marketing or handling of the product guaranteed the following: "Continuing guaranty under the Fur Products Labeling Act filed with the Federal Trade Commission."

(c) Any person who falsely represents in writing that he has a continuing guaranty on file with the Federal Trade Commission when such is not a fact shall be deemed to have furnished a false guaranty under section 10(b) of the Act.

[26 FR 3188, Apr. 14, 1961, as amended at 48 FR 12517, Mar. 25, 1983; 63 FR 7517, Feb. 13, 1998; 63 FR 71583, Dec. 28, 1998]

**§ 301.48a Guaranties not received in good faith.**

A guaranty shall not be deemed to have been received in good faith within the meaning of section 10(a) of the Act:

(a) Unless the recipient of such guaranty shall have examined the required label, required invoice and advertisement relating to the fur product or fur so guaranteed;

(b) If the recipient of the guaranty has knowledge that the fur or fur product guaranteed is misbranded, falsely invoiced or falsely advertised.

[26 FR 3188, Apr. 14, 1961]

**§ 301.49 Deception in general.**

No furs nor fur products shall be labeled, invoiced, or advertised in any manner which is false, misleading or deceptive in any respect.

**PART 303—RULES AND REGULATIONS UNDER THE TEXTILE FIBER PRODUCTS IDENTIFICATION ACT**

**Sec.**

- 303.1 Terms defined.
- 303.2 General requirements.
- 303.3 Fibers present in amounts of less than 5 percent.
- 303.4 English language requirement.
- 303.5 Abbreviations, ditto marks, and asterisks prohibited.
- 303.6 Generic names of fibers to be used.
- 303.7 Generic names and definitions for manufactured fibers.
- 303.8 Procedure for establishing generic names for manufactured fibers.
- 303.9 Use of fur-bearing animal names and symbols prohibited.
- 303.10 Fiber content of special types of products.
- 303.11 Floor coverings containing backings, fillings, and paddings.
- 303.12 Trimmings of household textile articles.
- 303.13 Sale of remnants and products made of remnants.
- 303.14 Products containing unknown fibers.
- 303.15 Required label and method of affixing.
- 303.16 Arrangement and disclosure of information on labels.
- 303.17 Use of fiber trademarks and generic names on labels.
- 303.18 Terms implying fibers not present.
- 303.19 Name or other identification required to appear on labels.
- 303.20 Registered identification numbers.
- 303.21 Marking of samples, swatches, or specimens and products sold therefrom.